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### Car Promotion

Register today to win a new 2007 Toyota Tundra from Buy-A-Toyota. www.tundrasummer.com Washington, DC (Hagerstown, MD)

### Car Promotion

Discount Auto Invoice Pricing You Could Save on a New Auto! www.CarsBelowInvoice.com

### Section 407-732 Advertising, restrictions, requirements

(1) The **expiration date** of the price offered if the advertised price is available for ... Any car rental **advertising promotion** which extends a free offer or ...  
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### Winston & Strawn LLP: Advertising/Promotion Law News

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### Free Automotive Coupons, Spare Parts Coupon, Tires Coupons, Wheels ...

Discount **Promotion** Coupons are properties of respective merchants. They may pull off coupons before the **expiration date**, or may not specify an **expiration** ...  
coupondeals.us/automotive.php - 33k - Cached - Similar pages

### How to promote your sales promotion

In addition, **advertising** for a **promotion** tends to attract .... a coupon that spells out your offer in plain language, including a prominent **expiration date**. ...  
ourworld.compuserve.com/homepages/kuraoka/promote.htm - 13k - Cached - Similar pages

### Privacy Statement - AutoTrader.com

We also ask for your credit card number and the **expiration date** on your card. .... include targeting and serving some of the **advertisements, promotions**, ...  
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## **Advertising**

Juke Box. **ADVERTISING & PROMOTIONAL FILMS.** Coke cap ..... 3) Phone/Fax orders are accepted with card numbers & **expiration date** at (716) 731-2389. ...  
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Certificates not registered by the **expiration date** are void. Following registration, you will be e-mailed a **promotion** code, along with details on how to ...  
www.autotechnologiesinc.com/\_1000\_00\_shopping\_spree - 44k - [Cached](#) - [Similar pages](#)

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## *Missouri Revised Statutes*

### **Chapter 407 Merchandising Practices Section 407.732**

August 28, 2006

**Advertising, restrictions, requirements--prices advertised, quantity to be sufficient--surcharge fees--other terms, clearly disclosed.**

407.732. 1. Any **advertisement** shall be nondeceptive and in plain language. Deception may result not only from a direct statement in the **advertisement** and from reasonable inferences therefrom, but also from omitting or obscuring a material restriction or fact.

2. Print advertisements that include prices for **car** rentals shall make clear and conspicuous disclosure of the following applicable restrictions:

(1) The **expiration date** of the price offered if it is available for less than thirty days after the last **date** of publication of the **advertisement**;

(2) The existence of any geographical limitations on use;

(3) The extent of any advance reservation or advance payment requirements;

(4) Airport access fee disclosure;

(5) The existence of any penalties or higher rates that may apply for early or late returns for weekly or weekend rentals;

(6) Existence of additional driver fee;

(7) The existence of blackout dates or specific blackout dates for location specific advertisements;

- (8) Nonavailability of offer at all locations;
- (9) Disclosure of mileage caps and charges;
- (10) Disclosure of collision damage waiver costs.

Print advertisements that include prices for **car** rentals, where mileage fees apply to the advertised price, shall prominently disclose this extraordinary material restriction. Print advertisements that include prices for **car** rentals, where a company sells collision damage waiver to the public and does not include this cost in the advertised rate, shall prominently disclose the price for collision damage waiver.

3. Broadcast commercials that include prices shall indicate whether substantial restrictions apply and shall include:

- (1) The **expiration date** of the price offered if the advertised price is available for less than thirty days;
- (2) Nonavailability of the advertised price in certain locations if that is the case;
- (3) Mileage limitations and charges, if any;
- (4) Price or price range for collision damage waiver.

4. Any advertised price shall be available in sufficient quantity to meet reasonably expected public demand for the rental cars advertised for the entire advertised period, beginning on the day on which the **advertisement** appears and continuing at least thirty days thereafter, unless the **advertisement** clearly and conspicuously discloses a shorter or longer **expiration date** for the offer, and in that event, through the **expiration date**. Prices may be advertised although less cars are available than would be required to meet the expected demand, as long as this limitation is clearly and conspicuously set forth in the **advertisement** and a reasonable number of cars are made available at the advertised price.

5. Any surcharge or fee, including, but not limited to, fuel surcharges, airport access fees, and surcharges in lieu of sales tax that consumers must generally pay at any location in order to obtain or operate a rental vehicle shall be clearly and conspicuously disclosed when a price is advertised.

6. A photograph of a rental **car** shall not be used in a price **advertisement** unless the **advertisement** clearly and conspicuously discloses, in immediate proximity to the photograph, the cost to rent the **car** depicted. A photograph of a rental **car** shall not be used in an **advertisement** if the **advertisement** states directly or by implication that the automobile depicted may be rented under certain conditions and that is not the case.

7. Any price advertised as a "daily price" or "price per day" shall be available for rentals of a single day or more, and any price advertised as a "weekly" rate shall be available for the first week and for subsequent weeks of the same rental. A rental company shall not charge more than a weekly price which was advertised if a customer on a weekly rental returns the **car** earlier than seven days. A price advertised as a "weekend rate" shall be available on both Saturday and Sunday.

8. Any **car** rental advertising **promotion** which extends a free offer or promises a gift or other incentive shall clearly and conspicuously disclose all the terms and conditions for receiving the offer, gift or incentive. A gift, incentive, or other merchandise or service shall not be advertised as free, if the cost of the item, in whole or in part, is included in the advertised rental rate. If the gift or offer is provided by a

third party, the **car** rental company shall be fully responsible for providing the gift or offer under the terms and conditions disclosed.

9. A rental **car** shall not be advertised using the words "unlimited mileage" or other terms that suggest there are absolutely no mileage restrictions on the use of the rental vehicle only unless there are no geographical restrictions on the use of the vehicle.

10. At the time of the **car** rental transaction, the **car** rental company shall disclose the following:

- (1) The total cost, including any airport access fees;
- (2) Geographical limitations;
- (3) Advance reservation or payment requirements;
- (4) Penalties or higher rates that may apply for early or late returns for weekly or weekend rentals;
- (5) Cost of additional driver fee;
- (6) Blackout dates.

(L. 1989 H.B. 893 § 2)

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**Buying a Used Car**

When you buy a used car from a dealer, get the original Buyers Guide that was posted in .... Verify the information (what's covered, expiration date/miles, ...  
[www.ftc.gov/bcp/online/pubs/autos/usedcar.shtm](#) - 35k -  
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**Wholesale Direct Auto is a Seattle dealer and a used car Seattle ...**

Q. Why is there an expiration date on the price quote? A. Used car market conditions can change very rapidly. For example when a manufacturer announces a ...  
[www.wholealedirectauto.com/MiscPage\\_10](#) - 38k -  
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**How To Buy a Used Car**

Whether you buy a used car from a dealer, a co-worker, or a neighbor, follow these tips .... Verify the information (what's covered, expiration date/miles, ...  
[www.faqs.org/docs/consumer/used-car.html](#) - 23k -  
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**Car Buying Strategies: top auto sites for insurance, prices, loans ...**

They offer one of the best ways to buy a car - dealers bidding for your business. .... you can contact us up to 7 days after your ad's expiration date for a ...  
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**Auto.Translate.ru - Car**

Car dealers should fill in the registration form here. Main Data: ...  
MOT expiration date (mm/yyyy):, CO2-test exp.: (mm/yyyy):, New MOT:,. Engine vol.(ccm): ...  
[auto.translate.ru/offer/?site\\_lang=en](#) - 73k - [Cached](#) - [Similar pages](#)

**British Motoring**

Carmine Red, 45000 miles, top condition, no rust, summer car, ... For exporter and dealer advertising information, please call (805) 681-3400 x3061.

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Search by Type and Make.  
Get Dealer Quotes. Quick & Easy!  
[Autos.AOL.com](#)

**Car Dealership Flags**

21 Foot Tall Multi-Color & Custom  
Printed Flags are Customer Magnets  
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**British Motoring**

Rare, only 1700 imported of 4500-car production, very good **condition**, OD, new tires, ....  
For exporter and **dealer advertising** information, please call (805) ...

[www.britishmotoring.net/bm0502/carmart/carmart.html](http://www.britishmotoring.net/bm0502/carmart/carmart.html) - 27k - [Cached](#) - [Similar pages](#)

**Prestamos para Autos / Auto Financing**

Verify the information (what's covered, **expiration date**/miles, ... If the **dealer** won't let you take the **car** off the lot, perhaps because of insurance ...

[www.automercado.com/centrodefinanzas/articles-article1b](http://www.automercado.com/centrodefinanzas/articles-article1b) - 46k - [Cached](#) - [Similar pages](#)

**National Car Rental - Serbia and Montenegro - Rental terms and ...**

Should the Customer return vehicle after the day contracted as the **car rental expiration date** and the prices of rental were changed in the meantime, ...

[www.nationalcar-scg.com/english/rental\\_terms.php](http://www.nationalcar-scg.com/english/rental_terms.php) - 63k - [Cached](#) - [Similar pages](#)

**Selling a Vehicle Online | Sell Used Cars | Creating Your Ad ...**

Ready to sell your **car**? Just click below! Sell Your **Car** · **Terms & Conditions** ... Do I get a refund if I cancel my **ad** before the **expiration date**? ...

[siy.cars.com/siy/qsg/faqCreateAd.jsp;jsessionid=RXGC3SZQXCS1DLAYIJAQ5IY?aff=national](http://siy.cars.com/siy/qsg/faqCreateAd.jsp;jsessionid=RXGC3SZQXCS1DLAYIJAQ5IY?aff=national) - 28k - [Cached](#) - [Similar pages](#)

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